# GOVERNMENT OF INDIA
# CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
# LOK SABHA

UNSTARRED QUESTION NO:6079
ANSWERED ON:11.04.2017
Advertisement by Private Telecom Operator
Mani Shri Jose K.

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

(a) whether the Government has taken cognisance of commercial advertisements released by a private telecom operator and an e-payment portal displaying the photograph of the Prime Minister to promote their services;
(b) whether the Government has issued them show-cause notices to this effect and if so, the details thereof;
(c) whether the advertisers have responded to the Government's notice and if so, the details thereof; and
(d) the punitive action the Government proposes to take against the advertisers for misusing the national emblem and photograph of the Prime Minister for purely commercial purposes?

## Answer

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)

(a) to (d) : As per our knowledge, Paytm and Reliance Jio had used the photograph of the Prime Minister in their respective full page advertisement. Clarifications were sought by Department of Consumer Affairs from Paytm and Reliance Jio in response to which they have apologized for their inadvertent mistake.
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